

Course Overview: Mentoring Entrepreneurs & Innovators

Note: Syllabus & Schedule are subject to change

(Rev. 2/20/25)

Course Title: Mentoring Entrepreneurs & Innovators: The Why, How, & What, of Nurturing New Businesses

Instructor: Mark Searle (msearle@berkeley.edu)

Dates: TBD

Meeting Times: TBD

Meeting Location: TBD

Office Hours: Calendar link to be provided for scheduling Zoom office hours. In-person office hours also possible, to be scheduled on request.

Course Prerequisites: None

Description:

Almost every startup education, acceleration, or incubation program offers some form of mentoring, and most entrepreneurs seek mentors. Yet we rarely pause to study the reasons we mentor entrepreneurs and innovators, nor which mentoring practices are most helpful to them and why. This course is an interactive practical “hands-on” workshop to correct these deficiencies and improve our collective mentoring practices. We will define different mentoring modes, discuss and explore guiding principles and recommended practices for mentoring, and study some real examples. We will also put our concepts to use and gain experience via live or recorded mentoring sessions with young entrepreneurs.

Learning Objective:

After this program you can expect to be a more thoughtful and effective mentor (and coach) to people starting and launching new businesses.

Textbook/Resources:

Lecture slides and possibly some online videos will be shared.

Program Topics & Sequence:

Class 1 – 90 minutes (group): Defining and understanding mentoring modes and objectives. Introducing high-level guiding principles.

Class 2 – 90 minutes (group): Mentoring session structure and recommended practices.

Practical Session 1 – 60 minutes (individual): 30-minute mentoring session with startup founder or team, followed by 30-minute discussion of with instructor.

Practical Session 2 – 60 minutes (individual): 30-minute mentoring session with startup founder or team, followed by 30-minute discussion with instructor.

Certificate Options:

[I propose two options, one for completing only the in-class group portion, and another for completing both in-class and individual live mentoring sessions. Will need to consult on different pricing for the two choices.]

Target Audience and Preferred Prerequisites

This course is designed for anyone who wants to improve and refine their approach and methods for providing mentoring to entrepreneurs and innovators. To get the most out of the program it will be helpful if the participant has some prior personal experience either giving or receiving direct mentoring in a new-business launch context.

Course Evaluations

At the end of the program, participants will be asked to fill out an evaluation to provide feedback about the course. The feedback will directly guide future development of the course content and structure. Participants are strongly encouraged to submit the evaluation.